AMENDMENTS TO THE CLAIMS:

This listing of the claims will replace all prior versions, and listings, of the claims in this application.

Listing of Claims:

1. (Currently Amended) A system for implementing entity bookmarks, comprising:

an entity that comprises <u>a message component that comprises a package of content and functionality having</u> a plurality of components that are suitable for storage in a memory device, one of said components comprising an addressing mechanism that comprises a representation of at least one address;

a selectable resource wherein the resource is accessible via the addressing mechanism; and

means for selecting the resource.

2. (Currently Amended) A method for implementing entity bookmarks, comprising:

selecting an identifier associated with a resource;

associating the identifier with an entity bookmark, wherein the resource is accessed by selecting the entity bookmark, and wherein an entity <u>comprises a message component that comprises a package of content and functionality that</u> is provided so as to comprise a plurality of components that are suitable for storage in a memory device, one of said components comprising said entity bookmark.

3. (Currently Amended) An entity, <u>comprising a message component that comprises a package of content and functionality and further</u> comprising:

a media pool;

a body;

at least one entity method; and

at least one bookmark, wherein the bookmark provides an addressing mechanism that comprises a representation of at least one address.

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4. (Currently Amended) An entity, <u>comprising a message component that comprises a package of</u> <u>content and functionality and further</u> comprising:

      a media pool;

      a body;

      a brain;

      at least one entity method; and

      at least one bookmark, wherein the bookmark provides an addressing mechanism that comprises a representation of at least one address.

5. (Original) The system of claim 1 wherein the addressing mechanism provides a link to a universal resource identifier (URI).

6. (Original) The method of claim 2, wherein the identifier is a universal resource identifier (URI).

7. (Currently Amended) A system for entity messaging, comprising:

      an entity <u>comprising a message component that comprises a package of content and</u> <u>functionality and</u> that <u>further</u> comprises a plurality of components that are suitable for storage in a memory device, one of said components comprising at least one bookmark that comprises a representation of at least one address;

      an entity-enabled device for invoking the entity; and

      a bookmark selection means for selecting the bookmark.

8. (Currently Amended) A method for entity messaging, comprising:

      invoking an entity <u>comprising a message component that comprises a package of content</u> <u>and functionality and</u> that <u>further</u> comprises a plurality of components that are suitable for storage in a memory device, one of said components comprising at least one bookmark associated with a resource, said at least one bookmark comprising a representation of at least one address;

      selecting the bookmark; and

accessing the resource associated with the bookmark.

9. (Previously Presented) The system of claim 7, wherein the bookmark selection means comprises error handling means for determining whether the bookmark selection fails.

10. (Original) The system of claim 7, wherein the bookmark selection means is a link to a universal resource identifier (URI).

11. (Original) The system of claim 7, wherein the bookmark selection means is a shortcut to a link to a universal resource identifier (URI).

12. (Original) The method of claim 8, wherein the resource associated with the bookmark is a universal resource identifier (URI).

13. (Original) The method of claim 8, further comprising the step of determining whether an error has occurred during the accessing of the resource.

14. (Currently Amended) A multi-component logical entity storable in a memory medium, said logical entity comprising a message component that comprises a package of content and functionality and further comprising:

a media pool component;

a body component;

a brain component;

at least one entity method component; and

a bookmark component, where said bookmark component comprises at least one universal resource identifier (URI) for enabling a user of the entity to access a link associated with the URI.

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15. (Previously Presented) A multi-component logical entity storable in a memory medium as in claim 14, where the URI is represented by a shortcut to the URI.

16. (Currently Amended) A multi-component logical entity storable in a memory medium as in claim 14, where the URI points to a location storing content that comprises at least a part of said media pool component.

17. (Previously Presented) A multi-component logical entity storable in a memory medium, said entity comprising a message component that comprises a package of content and functionality, where said entity is received over a wireless communications channel as part of a message.

18. (Currently Amended) A multi-component logical entity storable in a memory medium, said entity comprising a message component that comprises a package of content and functionality, where said entity is transmitted to a wireless communications channel as part of a message.